

Application: 6627

Manoj Kumar Vunnava

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| Page: General Information |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer. |
| Name of Organization/Company GoDaddy Inc., |
| Mobile Phone Number +1 480-686-5346 |
| Additional Contacts I do not wish to list additional contacts |
| Page: Entry Information |
| Entry Title Manoj Kumar Vunnava |
| Category Q11i. Employee of the Year - Information Technology - Telecommunications |
| Employee Nominee Submission Format Written Answers |

a. Briefly describe the nominated non-executive person's employer: the organization's history and past performance (up to 200 words). Required

GoDaddy Inc. stands as a global leader in the domain registrar and web hosting industry, empowering entrepreneurs worldwide with the tools needed to establish their online presence. The company has built a robust telecommunications infrastructure supporting millions of customers across the globe through its innovative contact center solutions.

As an organization committed to technological excellence, GoDaddy has invested significantly in advanced telecom systems including Genesys outbound dialer solutions, Cisco contact center software, and sophisticated CRM integrations with platforms such as Salesforce, Bucher+Suter, and Acqueon. This telecommunications foundation enables the company to maintain its competitive edge while delivering exceptional customer service.

GoDaddy operates through a global setup featuring four CUCM clusters across different regions, demonstrating its commitment to worldwide accessibility and service. The company's telecommunications strategy focuses on developing proactive alert systems, generating comprehensive call analytics, and optimizing system performance through continuous improvement initiatives.

The organization's dedication to telecommunications innovation has positioned it as an industry leader, with a technology stack that supports seamless customer interactions and operational efficiency while maintaining the scalability needed to accommodate its expanding global footprint.

b. Outline the nominated non-executive employee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Manoj Kumar Vunnava has delivered exceptional telecommunications engineering excellence, most notably through his pivotal role in GoDaddy's \$365 million Poynt acquisition. As Senior Telecom Engineer, Manoj orchestrated the seamless integration of complex contact center ecosystems, demonstrating remarkable technical leadership during this high-stakes corporate transition.

His innovative contributions produced measurable business impact through the development of an intelligent queuing algorithm that reduced customer wait times by 70%. This breakthrough, combined with his sophisticated IVR architecture refinements, achieved a near-zero call failure rate while supporting a 15% increase in user base across systems handling hundreds of millions in annual revenue.

Manoj's technical expertise spans multiple platforms including Cisco, Genesys, Avaya, and advanced cloud solutions, enabling him to lead diverse teams through complex integrations. His strategic implementation of end-to-end encryption protocols significantly elevated data security standards while enhancing agent CRM interfaces for improved customer personalization.

Beyond immediate operational improvements, Manoj architected sustainable frameworks adaptable to emerging technologies, ensuring long-term viability. His comprehensive monitoring systems with proactive alerts have established new telecommunications reliability benchmarks, while post-call survey integration provides valuable insights for continuous enhancement.

These achievements demonstrate Manoj's ability to balance sophisticated engineering solutions with tangible business outcomes, representing telecommunications excellence that drives both technical innovation and measurable organizational success.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other employees or to other workers in your industry and/or to the nominee's past performance (up to 250 words). Required

The \$365 million acquisition of Poynt by GoDaddy required seamless integration of disparate telecom systems. As Senior Telecom Engineer, they orchestrated a strategic transition of Poynt's call center into GoDaddy's ecosystem, focusing on enhancing customer experience through IVR architecture refinements. Their user-centric approach prioritized intuitive interfaces while maintaining service continuity through a meticulously planned phased deployment strategy, complete with rigorous testing protocols and comprehensive rollback procedures.

Key Technical Achievements:

- **Enhanced Efficiency** - Optimized IVR system implementation significantly reduced customer wait times by 70%, streamlining operations while incorporating post-call surveys for continuous improvement
- **Minimized Errors** - Achieved near-zero call failure rate, ensuring maximum customer accessibility for the POS system
- **Improved Infrastructure** - Developed intelligent queuing algorithms for efficient call routing while eliminating call drops and audio quality issues
- **Security Focus** - Implemented end-to-end encryption protocols to protect sensitive user data, meeting GoDaddy's stringent security standards

Conclusion: Measurable Business Impact

The strategic implementation delivered substantial business value, increasing the user base by 15% while supporting revenue generation in the hundreds of millions annually. Few telecom engineers achieve such demonstrable results within acquisition integrations. By successfully balancing technical excellence with business objectives, they established a robust contact center foundation capable of meeting immediate operational needs while enabling future advancements within the unified GoDaddy framework.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Manoj Kumar Vunnava demonstrated exceptional leadership in GoDaddy's \$365 million acquisition of Poynt, where as Senior Telecom Engineer, he orchestrated the strategic integration of Poynt's call center infrastructure into GoDaddy's ecosystem. This critical telecommunications initiative directly supported CEO Aman Bhutani's vision of "delivering seamlessly intuitive commerce experiences that enable entrepreneurs to sell everywhere," as documented in GoDaddy's February 2021 press release.

Manoj's contribution centered on enhancing the customer journey through comprehensive IVR architecture redesign. He engineered an intelligent queuing algorithm that achieved a remarkable 70% reduction in call queue times, while maintaining a near-zero call failure rate. This performance metric directly advanced GoDaddy's mission of empowering small businesses with reliable, intuitive tools.

Implementing end-to-end encryption protocols, Manoj successfully fortified the agent's CRM interface, enabling more personalized customer interactions while meeting GoDaddy's stringent security standards. His meticulous phased deployment plan ensured uninterrupted service throughout the integration, demonstrating exceptional technical foresight.

Leading a diverse team of engineers, designers, and QA professionals, Manoj prioritized user-centric design principles and employed iterative testing methodologies. His comprehensive review of telecom infrastructure established a scalable, reliable foundation for future advancements within the unified GoDaddy framework.

This telecommunications integration played a crucial role in GoDaddy's strategy to expand commerce services for small businesses "both online and offline using one platform," as stated in their acquisition announcement. Manoj's technical expertise, leadership skills, and measurable impact on business outcomes exemplify excellence in telecommunications engineering deserving of this recognition.

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